

RICH COUNTY TOURISM PROFILE

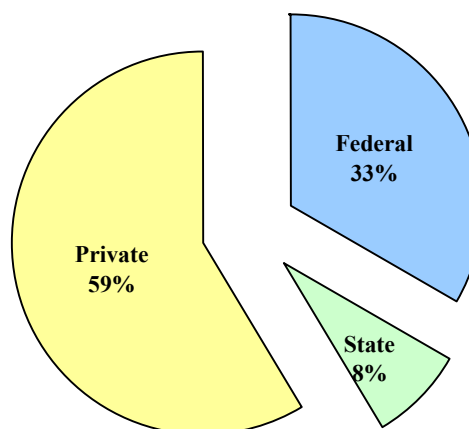
County Indicator	1997	1998	1999	2000	2001(o)	2001(n)	2002(p)	% Change 2001-2002	State Ranking
DEMOGRAPHIC									
Population	1,828	1,866	1,924	1,961	1,958		1,966	0.4%	27
Total Non-Ag Employment	507	530	547	559	580		606	4.5%	27
Non-Ag Avg Monthly Wage	\$1,180	\$1,229	\$1,238	\$1,297	\$1,373		\$1,393	1.5%	29
Per Capita Income	\$15,482	\$15,729	\$17,153	\$16,418	\$16,581		\$16,293	-1.7%	25
Unemployment Rate	3.2%	3.5%	3.7%	3.7%	3.9%		5.2%	1.3%	8
SPENDING & EMPLOYMENT									
Spending by Travelers (Millions)	\$8.8	\$9.3	\$9.8	\$10.1	\$10.0	\$3.1	\$2.7	-12.9%	28
Travel & Tourism Related Employment	162	172	183	191	199	173	182	5.2%	28
TOURISM TAX REVENUES (000s)									
Local Tax Revenues from Traveler Spending	\$184	\$194	\$203	\$210	\$208	\$152	\$155	2.0%	28
Gross Taxable Room Rents	\$1,222	\$1,349	\$1,579	\$1,744	\$1,752		\$2,306	31.6%	23
Transient Room Tax	\$36.6	\$40.5	\$47.4	\$52.3	\$52.6		\$69.2	31.6%	23
Restaurant Tax	\$41.2	\$54.3	\$47.8	\$48.5	\$93.7		\$66.2	-29.3%	21
Car Rental Tax	--	--	--	--	\$0		--	NA	--
Gross Taxable Retail Sales (million)	\$12.4	\$14.6	\$15.6	\$16.7	\$16.2		\$17.3	6.8%	27
REGIONAL VISITATION COUNTS									
SR-89 UT/ID Traffic Count	669,775	753,725	784,750	870,525	870,525		846,800	-2.7%	
Bear Lake (3 Locations)	194,201	277,616	277,541	289,349	311,374		310,175	-0.4%	

Land Ownership - 1999	No. of Acres	% Total
Total Acres in County	658,012	100.0%
Federal Government	219,853	33.4%
BLM	169,658	25.8%
US Forest Service	50,194	7.6%
National Recreation Areas	--	--
National Parks	--	--
National Wildlife Refuge	--	--
USFS & BLM Wilderness Area	--	--
Other*	--	--
State Government	52,371	8.0%
Utah State Parks & Recreation	49	0.0%
Utah State Wildlife Reserves	2,642	0.4%
State Trust Lands	49,679	7.5%
American Indian	--	--
Private**	385,789	58.6%

*Includes Military and Bankhead Jones land

**May include some local government land

Land Ownership - 1999



Rich County Tourism Profile

